



WPTV

ORDER

Print Date 10/11/12

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Flight Dates **10/16/12-10/22/12**

Contract / Revision **312066 /**

Original Date / Revision
09/22/12 10/09/12

Advertiser **House Majority PAC**

Agency **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product
79-House Majority PAC

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1810 :30**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	32	\$46,240.00	\$54,400.00	0.00
Totals	32	\$46,240.00	\$54,400.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	32	\$46,240.00	\$54,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WPTV	10/16/12	10/22/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			1		\$250.00		0.00				
E 2	WPTV	10/16/12	10/22/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			1		\$750.00		0.00				
E 3	WPTV	10/16/12	10/22/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00



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Contract / Revision **312066** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 09/22/12/ 10/09/12

Order Sep 00:20:00

Advertiser **House Majority PAC**

Product **79-House Majority PAC**

Estimate # **1810 :30**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WPTV	10/16/12	10/22/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					2	\$2,500.00		0.00			
E 4	WPTV	10/16/12	10/22/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					2	\$3,000.00		0.00			
E 7	WPTV	10/16/12	10/22/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-					1	\$1,500.00		0.00			
E 8	WPTV	10/16/12	10/22/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S					1	\$750.00		0.00			
E 9	WPTV	10/16/12	10/22/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S					1	\$1,500.00		0.00			
E 10	WPTV	10/16/12	10/22/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					1	\$950.00		0.00			
E 11	WPTV	10/16/12	10/22/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					1	\$750.00		0.00			
E 13	WPTV	10/16/12	10/22/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	MTWTF--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					1	\$650.00		0.00			
E 16	WPTV	10/16/12	10/22/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					1	\$850.00		0.00			
E 17	WPTV	10/16/12	10/22/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					1	\$2,000.00		0.00			
E 18	WPTV	10/16/12	10/22/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					1	\$2,000.00		0.00			
E 19	WPTV	10/16/12	10/22/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					1	\$3,000.00		0.00			
E 21	WPTV	10/16/12	10/22/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **312066** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 09/22/12/ 10/09/12

Order Sep 00:20:00

Advertiser **House Majority PAC**

Product **79-House Majority PAC**

Estimate # **1810 :30**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WPTV	10/16/12	10/22/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-	1				\$1,000.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WPTV	10/16/12-10/22/12		Sa 6p		6-630p	-----Sa--	:30		(\$1,000.00)		0.00	NM		
See MG 21.3															
3	NPTV	10/20/12-10/20/12		Sa 7p News		7-730pm	-----Sa--	:30		\$1,000.00		0.00	NM		
Ⓜ MG for 21.2 10/20 [early news airs late due to sports]															
E 22	WPTV	10/16/12	10/22/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S	1				\$1,000.00			0.00			
E 25	WPTV	10/16/12	10/22/12	NBC Monday Prime VOICE	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	M-----	1				\$4,000.00			0.00			
E 26	WPTV	10/16/12	10/22/12	Wednesday Prime C CHICAGO FIRE	CM	10-11p	--W----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	--W----	1				\$2,500.00			0.00			
E 27	WPTV	10/16/12	10/22/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--	3				\$2,000.00			0.00			
E 28	WPTV	10/16/12	10/22/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-	1				\$2,000.00			0.00			
E 29	WPTV	10/16/12	10/22/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S	1				\$1,600.00			0.00			
E 30	WPTV	10/16/12	10/22/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--	3				\$750.00			0.00			
E 31	WPTV	10/16/12	10/22/12	M-F 1235-135a M-F 1235-135a	CM	1235-0135a	MTWTF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--	2				\$300.00			0.00			
N 33	WPTV	10/16/12	10/22/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S	1				\$4,500.00			0.00			
N 34	WPTV	10/16/12	10/22/12	Monday Prime C revolution	CM	10-11p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	M-----	1				\$3,000.00			0.00			
Totals														32	\$54,400.00